



CITY OF LYNCHBURG, VA 2008

Report of Demographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Lynchburg staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Lynchburg staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

One of the add-on options that Lynchburg chose was to have crosstabulations of evaluative questions 1-18c by demographic questions d5 (rent or own home), d11 (race of respondent), d12 (age of respondent), and d13 (gender of respondent).

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")									
Please rate each of the following aspects of quality of life in Lynchburg:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Lynchburg as a place to live	78%	80%	82%	75%	74%	76%	88%	83%	75%
Your neighborhood as a place to live	65%	79%	78%	64%	68%	76%	77%	74%	74%
Lynchburg as a place to raise children	72%	84%	84%	69%	76%	78%	83%	83%	74%
Lynchburg as a place to work	45%	56%	59%	38%	41%	55%	61%	53%	52%
Lynchburg as a place to retire	75%	75%	72%	81%	76%	71%	76%	81%	65%
The overall quality of life in Lynchburg	67%	78%	80%	59%	72%	69%	79%	77%	69%

Question 2: Community Characteristics (Percent "excellent" or "good")									
Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Sense of community	55%	55%	61%	42%	44%	51%	70%	60%	49%
Openness and acceptance of the community towards people of diverse backgrounds	46%	44%	50%	37%	39%	44%	55%	44%	47%
Overall appearance of Lynchburg	64%	57%	65%	51%	49%	61%	73%	66%	55%
Cleanliness of Lynchburg	60%	55%	60%	51%	47%	57%	68%	60%	55%
Overall quality of new development in Lynchburg	54%	54%	56%	51%	55%	46%	62%	62%	45%
Variety of housing options	52%	68%	70%	41%	62%	54%	67%	58%	67%
Overall quality of business and service establishments in Lynchburg	64%	69%	73%	52%	65%	62%	73%	67%	68%
Shopping opportunities	63%	55%	62%	51%	52%	54%	70%	59%	60%
Opportunities to attend cultural activities	46%	33%	44%	31%	30%	32%	58%	42%	36%
Recreational opportunities	44%	46%	56%	24%	45%	39%	55%	47%	46%
Employment opportunities	32%	36%	44%	17%	31%	31%	45%	36%	37%
Educational opportunities	74%	79%	83%	63%	71%	75%	86%	78%	77%
Opportunities to participate in social events and activities	61%	53%	61%	48%	63%	44%	65%	55%	60%
Opportunities to participate in religious or spiritual events and activities	79%	82%	86%	70%	79%	77%	87%	81%	81%
Opportunities to volunteer	76%	81%	88%	60%	73%	78%	85%	79%	79%

Question 2: Community Characteristics (Percent "excellent" or "good")									
Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Opportunities to participate in community matters	63%	62%	67%	52%	64%	55%	68%	65%	59%
Ease of car travel in Lynchburg	56%	58%	61%	46%	51%	63%	56%	57%	58%
Ease of bus travel in Lynchburg	45%	45%	49%	41%	40%	46%	51%	52%	38%
Ease of rail or subway travel in Lynchburg	20%	19%	23%	20%	21%	18%	27%	27%	16%
Ease of bicycle travel in Lynchburg	37%	24%	26%	38%	26%	25%	38%	34%	26%
Ease of walking in Lynchburg	49%	52%	51%	49%	48%	49%	55%	49%	53%
Availability of paths and walking trails	58%	60%	62%	54%	64%	52%	63%	61%	58%
Traffic flow on major streets	43%	39%	46%	27%	41%	34%	47%	41%	41%
Amount of public parking	36%	29%	35%	24%	42%	23%	30%	33%	32%
Availability of affordable quality housing	40%	53%	55%	32%	55%	41%	46%	47%	49%
Availability of affordable quality child care	41%	41%	49%	32%	48%	32%	49%	36%	51%
Availability of affordable quality health care	50%	50%	57%	36%	49%	43%	61%	51%	50%
Availability of affordable quality food	59%	61%	67%	46%	62%	57%	65%	59%	64%
Availability of preventive health services	45%	51%	57%	33%	53%	38%	59%	50%	50%
Air quality	70%	72%	77%	58%	79%	63%	72%	69%	75%
Quality of overall natural environment in Lynchburg	70%	73%	77%	61%	80%	60%	77%	70%	76%
Overall image or reputation of Lynchburg	65%	63%	71%	47%	61%	59%	73%	70%	56%

Question 3: Growth (Percent "too fast")									
Please rate the speed of growth in the following categories in Lynchburg over the past 2 years:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Population growth	32%	29%	30%	32%	29%	34%	29%	31%	30%
Retail growth (stores, restaurants, etc.)	34%	37%	36%	38%	26%	45%	39%	38%	34%
Jobs growth	0%	1%	1%	1%	0%	0%	3%	1%	0%

Question 4: Code Enforcement (Percent at least a "minor" problem)									
	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Lynchburg?	97%	95%	95%	96%	96%	96%	94%	96%	95%

Question 5: Community Safety (Percent "very" or "somewhat" safe)									
Please rate how safe or unsafe you feel from the following in Lynchburg:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Violent crime (e.g., rape, assault, robbery)	58%	68%	67%	54%	64%	65%	60%	63%	64%
Property crimes (e.g., burglary, theft)	53%	54%	57%	44%	47%	56%	58%	56%	50%
Environmental hazards, including toxic waste	67%	71%	69%	72%	73%	66%	71%	68%	72%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)									
Please rate how safe or unsafe you feel:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
In your neighborhood during the day	91%	94%	95%	86%	97%	92%	89%	92%	94%
In your neighborhood after dark	69%	76%	74%	71%	64%	77%	79%	72%	75%
In Lynchburg's downtown area during the day	77%	73%	74%	73%	70%	75%	76%	73%	76%
In Lynchburg's downtown area after dark	25%	31%	26%	30%	22%	32%	28%	24%	32%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")									
	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
During the past twelve months, were you or anyone in your household the victim of any crime?	12%	10%	9%	14%	18%	10%	4%	12%	8%
If yes, was this crime (these crimes) reported to the police?	76%	82%	76%	70%	88%	57%	56%	68%	83%

Question 9: Resident Behaviors (Percent at least once in past 12 months)									
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lynchburg?	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Used Lynchburg public libraries or their services	72%	69%	67%	75%	61%	80%	67%	73%	67%
Used Lynchburg recreation centers	61%	44%	49%	54%	59%	50%	41%	55%	44%
Participated in a recreation program or activity	49%	41%	41%	49%	43%	50%	37%	46%	41%
Visited a neighborhood park or City park	81%	79%	77%	82%	88%	84%	62%	82%	76%
Ridden a local bus within Lynchburg	38%	15%	17%	43%	26%	25%	23%	24%	25%
Attended a meeting of local elected officials or other local public meeting	23%	29%	26%	28%	19%	30%	32%	25%	30%
Watched a meeting of local elected officials or other local public meeting on the government channel on cable channel 15	48%	55%	50%	58%	37%	60%	61%	49%	56%
Read City Source Newsletter	43%	39%	39%	45%	26%	47%	50%	41%	41%
Visited the City of Lynchburg Web site (at www.lynchburgva.gov)	40%	66%	57%	48%	77%	57%	29%	53%	57%
Recycled used paper, cans or bottles from your home	56%	80%	72%	63%	56%	79%	74%	66%	76%
Volunteered your time to some group or activity in Lynchburg	53%	59%	58%	52%	59%	59%	49%	54%	60%
Participated in religious or spiritual activities in Lynchburg	74%	79%	76%	75%	72%	79%	77%	73%	81%
Participated in a club or civic group in Lynchburg	30%	44%	40%	33%	35%	36%	43%	36%	41%
Provided help to a friend or neighbor	91%	95%	94%	93%	91%	96%	93%	93%	94%

Question 10: Neighborliness (Percent at least once per month)									
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	75%	80%	80%	73%	68%	82%	84%	73%	84%

Question 11: Service Quality (Percent "excellent" or "good")									
Please rate the quality of each of the following services in Lynchburg:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Police services	74%	74%	79%	66%	67%	75%	83%	78%	72%
Fire services	91%	91%	95%	83%	87%	89%	97%	93%	90%
Ambulance or emergency medical services	90%	88%	91%	85%	82%	90%	94%	91%	87%
Crime prevention	47%	56%	58%	40%	48%	51%	59%	53%	52%
Fire prevention and education	78%	81%	82%	75%	82%	72%	86%	83%	76%
Municipal courts	68%	71%	71%	64%	53%	74%	76%	69%	68%
Traffic enforcement	59%	59%	57%	61%	54%	57%	66%	62%	56%
Street repair	42%	37%	40%	36%	43%	34%	38%	39%	39%
Street cleaning	48%	44%	47%	41%	55%	40%	42%	47%	44%
Street lighting	56%	54%	57%	53%	57%	51%	59%	59%	52%
Snow removal	59%	56%	62%	47%	61%	50%	62%	58%	56%
Sidewalk maintenance	42%	42%	46%	38%	48%	36%	46%	48%	39%
Traffic signal timing	52%	49%	53%	45%	58%	40%	54%	57%	43%
Bus or transit services	57%	63%	60%	61%	60%	56%	65%	57%	65%
Garbage collection	80%	73%	74%	80%	75%	70%	80%	81%	68%
Recycling	59%	50%	54%	55%	40%	52%	72%	54%	55%
Yard waste pick-up	55%	67%	63%	59%	56%	65%	64%	61%	64%
Storm drainage	62%	63%	60%	68%	66%	59%	61%	66%	57%
Drinking water	49%	69%	65%	47%	45%	65%	70%	59%	61%
Sewer services	63%	67%	71%	52%	59%	65%	74%	67%	65%
City parks	67%	69%	69%	63%	71%	64%	67%	73%	61%
Recreation programs or classes	58%	61%	60%	60%	53%	58%	68%	63%	57%
Recreation centers or facilities	50%	61%	57%	53%	59%	52%	57%	56%	55%
Land use, planning and zoning	40%	29%	32%	34%	37%	29%	32%	36%	28%
Code enforcement (weeds, abandoned buildings, etc)	22%	32%	30%	22%	28%	26%	28%	28%	28%
Animal control	52%	56%	58%	43%	59%	54%	48%	56%	51%
Economic development	47%	40%	46%	36%	41%	33%	57%	49%	36%
Health services	69%	62%	70%	52%	68%	56%	70%	63%	67%

Question 11: Service Quality (Percent "excellent" or "good")									
Please rate the quality of each of the following services in Lynchburg:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Services to seniors	55%	56%	57%	53%	61%	49%	57%	55%	56%
Services to youth	44%	44%	51%	33%	51%	34%	50%	46%	43%
Services to low-income people	35%	47%	46%	33%	42%	36%	46%	36%	51%
Public library services	81%	83%	82%	80%	88%	76%	84%	85%	78%
Public information services	69%	72%	74%	65%	73%	64%	78%	72%	70%
Public schools	72%	66%	71%	62%	67%	61%	78%	72%	63%
Cable television	48%	42%	48%	40%	54%	34%	48%	53%	37%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63%	48%	55%	56%	47%	52%	65%	54%	56%
Preservation of natural areas such as open space, farmlands and greenbelts	49%	41%	44%	47%	47%	37%	52%	41%	50%

Question 12: Government Services Overall (Percent "excellent" or "good")									
Overall, how would you rate the quality of the services provided by each of the following?	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
The City of Lynchburg	59%	61%	66%	50%	53%	61%	70%	63%	59%
The Federal Government	44%	37%	40%	40%	39%	32%	50%	45%	34%
The State Government	45%	46%	48%	40%	40%	45%	53%	48%	42%

Question 13: Contact with City Employees (Percent "yes")									
	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Have you had any in-person or phone contact with an employee of the City of Lynchburg within the last 12 months (including police, receptionists, planners or any others)?	61%	67%	63%	63%	70%	70%	47%	61%	66%

Question 14: City Employees (Percent "excellent" or "good")									
What was your impression of the employee(s) of the City of Lynchburg in your most recent contact?	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Knowledge	78%	82%	82%	78%	78%	81%	84%	80%	82%
Responsiveness	71%	79%	76%	76%	75%	79%	75%	74%	78%
Courtesy	70%	82%	78%	75%	65%	84%	87%	77%	78%
Overall impression	73%	77%	75%	76%	67%	80%	83%	75%	76%

Question 15: Government Performance (Percent "excellent" or "good")									
Please rate the following categories of Lynchburg government performance:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
The value of services for the taxes paid to Lynchburg	43%	48%	52%	33%	45%	40%	55%	46%	48%
The overall direction that Lynchburg is taking	54%	47%	50%	50%	59%	40%	51%	51%	49%
The job Lynchburg government does at welcoming citizen involvement	40%	46%	48%	38%	43%	39%	53%	45%	45%
The job Lynchburg government does at listening to citizens	41%	35%	40%	33%	46%	27%	43%	43%	31%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)									
Please indicate how likely or unlikely you are to do each of the following:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Recommend living in Lynchburg to someone who asks	82%	83%	83%	83%	80%	82%	87%	85%	81%
Remain in Lynchburg for the next five years	72%	82%	81%	72%	60%	84%	94%	80%	77%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)									
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
	25%	12%	17%	21%	14%	13%	27%	20%	16%

Question 18a: Policy Question 1 (Percent "somewhat" or "very" familiar)									
	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Over the past year, the City has engaged in a Community Dialogue on Race and Racism. How familiar, if at all, are you with this initiative?	59%	63%	60%	63%	48%	70%	65%	62%	60%

Question 18b: Policy Question 2 (Percent "somewhat" or "strongly" support)									
	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
The City is considering participating in an initiative that would create strategies to address issues of sustainability. This would include a focus on moving forward with innovative energy solutions that help curb global warming, save taxpayer dollars, and create a healthier Lynchburg. To what degree do you support or oppose the City participating in such an initiative?	92%	89%	88%	97%	91%	92%	89%	95%	86%

Question 18c: Policy Question 3 (Percent "somewhat" or "strongly" support)									
	Rent or own		Race		Age			Gender	
	Rent	Own	White	Not white	18-34	35-54	55+	Female	Male
Currently, the City operates recycling bins throughout the City. To what degree would you support or oppose paying a fee between \$3.50 - \$3.75 per household per month to pay for curbside recycling?	49%	47%	48%	50%	64%	39%	42%	47%	52%